



MRZ 9268.2
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of Brian F. Fitzpatrick et al.

Serial No. 10/675,916

Filed September 30, 2003

For PLATFORM SYSTEM AND METHOD FOR EXTENDING SALES AND USE OF A
RESOURCE OF MOTIVATIONAL PROGRAMS

December 30, 2003

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

SIR:

INFORMATION DISCLOSURE STATEMENT

In accordance with 37 C.F.R. 1.97 and 1.98 and MPEP 609, and
in compliance with the duty of disclosure set forth in 37 C.F.R.
1.56, applicants submit the attached PTO/SB/08A for consideration
by the Patent and Trademark Office in the above-entitled
application and to be made of record therein. In accordance with
the Pre-OG notice of July 11, 2003 partially waiving the
requirements of 37 C.F.R. 1.98(a)(2)(i), copies of the U.S.
patent documents are not supplied. Applicants submits herewith
copies of the literature references.

Respectfully submitted,

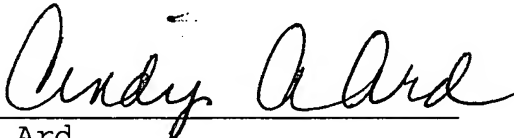
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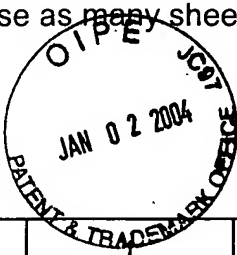
CERTIFICATE OF MAILING

I certify that this Information Disclosure Statement in the application of Brian F. Fitzpatrick et al., Serial No. 10/675,916, filed September 30, 2003 is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, on this 30th day of December, 2003.


Cindy A. Ard

FRACaa

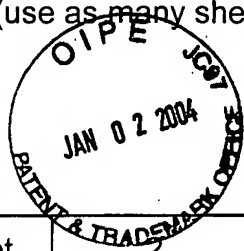
PTO/SB/08A INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Complete if Known	
		Application Number	10/675,916
		Filing Date	September 30, 2003
		Confirmation Number	
		First Named Inventor	Brian F. Fitzpatrick
		Group Art Unit	
		Examiner Name	
Sheet 1	of 2	Attorney Docket No.	MRZ 9268.2



U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY
		Number	Kind Code ² (if known)		
	1.	20010037241	A1	Puri	11-01-2001
	2.	20020010636	A1	Immel	01-24-2002
	3.	20020035506	A1	Loya	03-21-2002
	4.	20020042742	A1	Glover et al.	04-11-2002
	5.	20020046091	A1	Mooers et al.	04-18-2002
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	19.	6,222,914	B1	McMullin	04-24-2001
Examiner Signature				Date Considered	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

PTO/SB/08A			Complete if Known	
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			Examiner Name	
Sheet 2	of 2	Attorney Docket No.	MRZ 9268.2	



FOREIGN PATENT DOCUMENTS							
Examiner Initials*	Cite No. ¹	Foreign Patent Document			Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	T ⁶
		Office	Number ⁴	Kind Code ² (if known)			
OTHER ART - NON PATENT LITERATURE DOCUMENTS							
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.) date, page(s), volume-issue number(s), publisher, city and/or country where published.					T ⁶
	20.	REACHONLINE.COM, "Welcome to ReachOnline," web pages, printed on August 15, 2002, 7 pages					
	21.	SALESDRIVER.COM, "SalesDriver: Products and Pricing," web pages, printed on August 15, 2002, 4 pages					
	22.	USMOTIVATION.COM, "Winning Incentive Strategies," web pages, printed on August 15, 2002, 2 pages					
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	27.	INCENTIVEUSA.COM, "Harness the power of incentive marketing," web pages, printed on August 15, 2002, 8 pages					

Examiner Signature		Date Considered	
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